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ABSTRACT

Defining the Continuing Education Unit (CEU) as a "nationally recognized uniform unit of measurement for continuing education programs," this booklet describes its purposes, development, and uses, emphasizing application to the American Management Associations' (AMA) CEU programs. The CEU has been designed to: (1) allow an individual to build a permanent record of achievement, (2) permit the accumulating, updating, and transfer of individual continuing education records, (3) encourage long-range educational goals for individuals, professional groups and institutions, (4) make continuing education more attractive, and (5) encourage the individual to marshall a host of continuing education resources to serve his or her needs. Not a mechanical calculation, the CEU's awarded in AMA programs are carefully assessed to maintain the integrity of the CEU system. (Author/MW)

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The Continuing Education Unit

"With knowledge obsoleting itself every 10 years, the pressure on managers and administrators to upgrade their education is increasing intensely. Establishment of a uniform unit of measurement to permit the recording, accumulating, upgrading and transfer of one's continuing education record is a significant advance in the education field. AMA has been privileged to be a member of the National Task Force set up to determine such a unit and is well aware of the intensity and depth of the effort which has gone into its work. Therefore it is a particular pleasure to be able to implement the work of the Task Force, by awarding CEU's for satisfactory completion of selected AMA activities."

James L. Hayes
President and Chief Executive Officer
The American Management Associations

The Continuing Education Unit

definition... development... purposes

This booklet describes the purposes, development and uses of the Continuing Education Unit (CEU), which is presently being awarded by the American Management Associations to individuals upon satisfactory completion of many of its educational programs.

Definition of the CEU

The Continuing Education Unit is officially defined as:

TEN CONTACT HOURS OF PARTICIPATION IN AN ORGANIZED, CONTINUING EDUCATION EXPERIENCE UNDER RESPONSIBLE SPONSORSHIP, CAPABLE DIRECTION, AND QUALIFIED INSTRUCTION.

Development of the CEU (by a National Task Force)

The definition of the CEU (and the guidelines and procedures that protect its integrity) were not arrived at lightly. They were developed over approximately five years. Only recently were they considered adequate to permit the awarding of Units.

In 1968, a national planning conference was held in Washington, D. C., under the joint sponsorship of the National University Extension Association, the American Association of Collegiate Registrars and Admissions Officers, the U.S. Civil Service Commission, the U.S. Office of Education and thirty-four interested organizations. Its aim: to consider the possibility of developing a uniform unit to identify, measure and recognize individual effort in continuing education.

The interest and sense of urgency expressed at this meeting led to the creation of a National Task Force (1) to determine the feasibility of a uniform unit and (2) to develop a proposal for field testing and gaining general acceptance of the new concept.

The American Management Associations was invited to join this National Task Force – and continues to be a member.

Over the past five years, field testing by the National Task Force has proved the viability of the Continuing Education Unit system -- and its immediate and long-term usefulness.

Purposes of the CEU

The CEU has been designed to meet a number of objectives. For example, the CEU system --

1. **Allows an individual to build a permanent record of achievement -- for participating in qualified programs for continuing education.** Under the CEU system, there is now a formal means to record and report on non-credit continuing education. For example, when you attend an American Management Associations course or seminar, the CEU's you earn upon satisfactory completion will be permanently stored in AMA's computer.
2. **Permits the accumulating, updating and transfer of the continuing education record of an individual.** For example, as you successfully complete more courses and seminars at the American Management Associations, you will build up a confidential "transcript" on AMA's computer, listing the programs you have taken. AMA will update the record continually -- as the CEU's accumulate. Finally, AMA will issue your transcript, at any time, to persons authorized by you.

   This system facilitates communication about continuing education from one person to another . . . from one organization to another . . . from employee to employer . . . from one geographical area to another . . . and from one time period to another.
3. **Encourages long-range educational goals for individuals, professional groups, and institutions.** In the case of executives who have a constant need to update themselves -- there is now a way for them to review what they have done to improve performance -- and therefore plan more systematically for future self-development.
4. **Makes continuing education more attractive -- as a way of personal and professional development.** The individual will have more of an incentive to develop -- because he or she can now achieve *recognition* for such efforts.
5. **Encourages the individual to marshal a host of continuing education resources to serve his or her individual needs.** Within AMA alone, many types of educational activity qualify for CEU awards. All AMA seminars and courses qualify. As do meetings of the Presidents Association and the Professional Institute -- and certain programs from Extension Institute. All such CEU

awards accumulate on the same permanent transcript.

The CEU is a mechanism by which virtually all continuing education activities (meeting established standards) can be recorded – including professional continuing education . . . vocational retraining . . . and adult liberal education.

Most important, perhaps, is how the CEU facilitates long-term planning for self-development – by helping a person schedule career related educational activities in a systematic way. To encourage this result, the American Management Associations will, in the near future, award additional special certificates based on CEU's earned within various career development categories.

Determination of CEU's to be Awarded (background)

Several possible variations of the CEU were considered by the National Task Force before selection of the present ten-hour unit. This unit relates well to several formats and durations of continuing education presently in use. It also permits use of the decimal system for partial units where needed.

Determination of the number of units to be awarded for a particular American Management Associations educational activity is the responsibility of the AMA Director of the CEU Program – based on the recommendations of AMA's CEU review committee which monitors the program. This committee is composed of representatives of each awarding activity, plus representatives of related staff departments. It reports to the Office of the President through its Director, who is an AMA Vice President.

How CEU's Are Calculated

The contact hour is defined as one hour of contact with an instructor, lecturer or discussion leader, in a typical classroom or meeting situation.

Time spent in viewing films, working in project sessions, or participating in simulations or exercises is counted in contact hours – provided these activities are part of an organized educational experience under the direction of an instructor, lecturer or discussion leader.

Participants in educational activities using other methods of instruction – such as home study courses or cassette tape courses – may also be awarded CEU's. In such cases, the number of contact hours is based on the equivalent class hours, as determined by the Director of the CEU program.

The following types of activities are *not* included when calculating contact hours for CEU's:

- Meeting time devoted to business or committee

activities, announcements, welcoming speeches or organizational reports.

- Time scheduled for social activities, coffee breaks, luncheons or dinners.
- Participation in informal study groups which have no specified output for the total group.
- Time devoted to study, assigned reading, reports, assignments and similar activities performed outside the meeting.

How Many CEU's Are Awarded for Each Day a Program Meets?

CEU's are based on the number of contact hours, not the number of days involved. Each day may vary from one contact hour (in the case of an evening class) to as many as eight, for a heavily scheduled program. Most full day programs include approximately five contact hours of instruction, unless an evening session is added.

IT IS IMPORTANT TO NOTE that the determination of the number of CEU's awarded for a given activity is not a mechanical calculation. In each case, the content and format of the activity will be carefully assessed. And in all instances, the American Management Associations will take a conservative position in assigning CEU's (leaning toward a lower value assignment, rather than calculating the highest possible value). Only in this way can the integrity of the CEU system be maintained – both within AMA and nationally.

How Do You (as a Candidate for CEU's) Receive Your Award?

Supply the American Management Associations with your social security number – when the Program Director or other AMA representative requests it. This number will identify you – and your CEU record – in the AMA data processing system. In this way, your CEU award becomes part of the permanent, confidential record of all CEU's earned – and can be retrieved readily whenever you wish.

Note: the social security number represents the most accurate method of storing names and data – without confusion – over an indefinite period of time. If an individual chooses not to give his or her social security number, CEU's will still be awarded, but there will be no way to issue a CEU transcript at a later date.

A CEU certificate will be mailed to you – for satisfactory completion of the AMA program you have attended. The certificate will state your name . . . the number of CEU's earned . . . the name of the activity for which the award has been made . . . and the date. On the reverse side will be a brief description of the educational activity.

AMA will eventually award special certificates for combinations of CEU's earned along career paths.

You may request a transcript of your CEU's at any time. To obtain this cumulative record of CEU's earned (complete with dates and names of activities), you simply make a personal request for it, and pay a nominal transcript fee. In no case will a transcript be released to anyone other than the person who earned the CEU's, except with his or her written approval.

Direction of the CEU Program Within the American Management Associations

Direction of the CEU program of the American Management Associations is under Dr. John W. Enell, who also serves as AMA representative on the National Task Force.

Dr. Enell is Vice President for Research at AMA. In this capacity he has directed and published results of more than one hundred research studies on various phases of management systems and organization.

Before joining the AMA staff, Dr. Enell served for some years as Professor of Industrial Engineering at New York University, and, earlier, as an Engineering Supervisor at the Wright Aeronautical Division of Curtiss-Wright. He has assisted some twenty companies in the U.S. and overseas as a consultant. He also served in Italy on a quality-control mission sponsored by the U.S. Mutual Security Agency . . . in Saigon assisting the Management Association of Vietnam under the auspices of AMA and the U.S. Agency for International Development . . . and in Greece as advisor to the Greek Management Association.

Dr. Enell is author of the book, *Setting Standards for Executive Performance*. He has also written chapters in *Production Handbook* and *Quality Control Handbook*, and many articles as well. He is currently a member of the Board of Directors of the Engineers' Council for Professional Development, and he was National President of the American Institute of Industrial Engineers for 1968-69.

Dr. Enell received his B.S.M.E. degree for the University of Pennsylvania and master's and doctor's degrees in industrial engineering from New York University.

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